



What Is OPEN TO ALL®?

Open to All® is a national nondiscrimination campaign that believes everyone should be welcome regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion or disability. We believe we all have something to contribute. We believe we can all learn from each other. We believe that when we work together, when we value our employees, when we care for our customers and each other, we all thrive.

Open to All® is a coalition of over hundreds of thousands of businesses including Gap Inc., Levi Strauss & Co., Lyft as well as small businesses across the country that believe in the basic principle that when a business opens its doors to the public, it should be open to everyone, on the same terms. The coalition consists of 200+ nonprofit organizations, including civil rights and racial justice organizations, lesbian, gay, bisexual, and transgender (LGBT) organizations and community centers, health and advocacy organizations, and faith organizations. Learn more at www.OpentoAll.com.

What Is the OPEN TO ALL® Elected Officials Pledge?

Elected officials who take the pledge and join Open to All® are taking a stand for basic American values of fairness and equality in their city or state. The pledge is simple. Open to All® Elected Officials pledge to:

- Take a stand for nondiscrimination in their city or state and work to create a welcoming and safe environment for all people regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion or disability.
- Oppose discrimination against individuals or denial of goods or services based on any of these characteristics, and to work to ensure businesses provide all goods and services to everyone on the same terms.

Why Is It Important to Join?

Regardless of whether your city, county, or state has strong nondiscrimination laws or policies, it is still important to join. Why?

- If a business in your city, county, or state signs up, that means all of its various locations become Open to All®, even those in areas without legal nondiscrimination protections. If a local branch of a national company wants to sign up, the whole company must sign up. So, encouraging businesses to be Open to All® has far-reaching impact.
- Joining is an opportunity to be part of a national effort that counters the current divisiveness and fear and instead shows unity around the American value of nondiscrimination.
- As Open to All® expands nationally, the public and other policymakers will see inclusive values reflected by leading businesses and favorite brands, not just buried in a corporate nondiscrimination policy, but as a visible value reflected on websites and brick and mortar buildings across America. This helps drive cultural change and reduces the anxiety of millions of Americans who never quite know where they'll be welcome.

What Is the LEAD Taskforce?

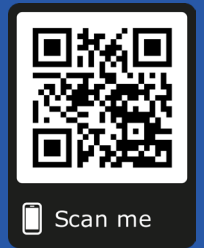


As a proud supporter of Open to All®, New York City Comptroller Scott M. Stringer established Local Electeds Against Discrimination (LEAD), a national network of elected leaders who support Open to All® and are taking a stand for nondiscrimination protections in their cities and states. The LEAD taskforce brings together local elected officials from across the country to share model nondiscrimination policies, strategies for encouraging businesses to pledge to be Open to All®, and ideas for bringing together local communities to oppose discrimination. Learn more at <https://comptroller.nyc.gov/lead>.

Join elected officials from all across the country who have signed the pledge and support Open to All®. Visit www.opentoall.com/elected-official-members to learn more and sign the pledge.

How Can I Support OPEN TO ALL®?

- **Take the pledge:** It's easy. Scan the QR code to the right or go to www.opentoall.com/elected-official-members to sign the pledge.
- **Engage your business community:** Reach out to businesses large and small in your community and ask them to pledge to be Open to All® and not discriminate. Collaborate with your local Department of Workforce Development (or similar department), business improvement district (if applicable) and Chamber of Commerce to contact all businesses in your district. Consider mailing out a postcard urging businesses to sign the business pledge.
- **Issue a proclamation:** Declare your city or state is Open to All with a proclamation. The Open to All® coalition can help promote your Open to All® Day through traditional and social media support.
- **Share your support on social media:** Visit www.OpenToAll.com/Toolkit for ways to show your support on social media. Don't forget to use the hashtag #OpenToAll.
- **Encourage your fellow lawmakers to sign on:** Keep the momentum going! Share the pledge and encourage your colleagues to support Open to All®.
- **Join the LEAD taskforce:** Be a leader working for equality and take action today. Learn more at <https://comptroller.nyc.gov/lead>



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Thumbtack

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